



**Patricia H. Reiff**  
**Director**  
**Rice Space Institute**

October 28, 2009

Awards Committee  
ESIP Federation

Re: Nomination for Bruce Caron

Dear Colleagues:

It gives me great pleasure to nominate Dr. Bruce Caron for the Martha Maiden Award, in recognition of his many efforts to form and to nurture the ESIP Federation, and to create innovative ways to use Earth science data for the benefit of society.

Dr. Caron was a part of one of the charter programs ("Planet Earth Science") in the ESIP Federation, from the University of Santa Barbara. As that project wound down, Bruce did not, moving his efforts to other projects that use and teach with Earth science data. It would have been easy to let the Federation die when the first round of awardees ran out of money, but Bruce made sure it moved ahead effectively with new members, new goals, and new successes.

Dr. Bruce Caron's non-profit organization (the New Media Studio) has been promoting access to earth data resources for 10 years. It builds powerful, easy-to-use software applications that bring actual earth data files to the desktops of students and decision makers. Bruce has served as the Chair of the DLESE Data Access Working Group, and as an elected member of the policy committee of the NSDL. For three years, Bruce has led a public awareness action in Santa Barbara, [lightblueline.org](http://lightblueline.org), which proposes to paint the seven-meter elevation contour on that city's streets, to mark the long-term vulnerability this sea-side community faces due to human induced climate change. He is also the project director on a MacArthur Foundation funded Digital Media and Learning effort based at UC Santa Barbara, and is working to build social networking software for the professional use of geoscientists worldwide.

Bruce was elected President of the ESIP Federation at a pivotal time. In the summer of 2001, with a negative ear-mark for its funding in the senate budget mark-up, the Federation's continued existence was in real doubt. Coordinating the efforts of dozens of (non-federal employee) Federation members, the executive committee convinced Congress to reinstate Federation funding as well as additional funding for NASA satellite instrument algorithm development. That fall, the Federation also came together to honor Charles Falkenberg and his family, who lost their lives in the tragic events of September 11. Bruce was honored to present the initial Charles Falkenberg award to Charlie's parents at the AGU meeting the next year.

Bruce was active in the initial constitutional meetings for the ESIP Federation and helped draft the MOU for the creation of the Foundation for Earth Science. He then became a Founder for this organization and its first Board Chair. Bruce has served on a number of Federation administrative and standing committees, and on working groups that support Federation meeting planning.

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Bruce brings a human-society centered vision to his work with earth data resources. His vision is to help scientists and data providers work more effectively and to improve the communications channels between earth science providers and the global population that relies on them to sustain the planet. This fall he organized the Earth Data Visualization Tool/Technology Summit, which brought together leading technology builders to envision the future for earth data display technology.

He was instrumental in creating the "Vioneers" group, and to making the ESIP tools and resources more accessible. He continues to promote the use of new social networking technologies within the ESIP Federation community in order to improve communication and collaboration between in-person meetings.

He has been one of the key people who has helped the Federation grow and mature. I can not think of a more worthy candidate for the Martha Maiden Award.

Sincerely,

A handwritten signature in blue ink, reading "Patricia Reiff". The signature is fluid and cursive, with a large initial "P" and "R".

Patricia Reiff  
Charter member, ESIP Federation